

MICHIGAN STATE UNIVERSITY EAST LANSING

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RADIO STATIONS • WKAR • WKAR-FM

March 2, 1961

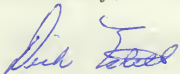
Mr. William G. Harley  
President, NAEB  
1346 Connecticut Ave.  
Washington 6, D.C.

Dear Mr. Harley:

I regard it an honor to be appointed  
to the Radio Network Acceptance  
Committee of NAEB and hereby accept  
the appointment.

I will strive to discharge my duties  
as a committee member in the best  
interests of all member stations of  
the NAEB.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rich Estell", written in a cursive style.

Richard Estell  
Program Manager

RADIO NETWORK ACCEPTANCE COMMITTEE

TERM

Ed Burrows: Chairman  
Assistant Director of Broadcasting  
Administration Building  
University of Michigan

Robert Boyle  
University of Minnesota

2

Raymond Glese  
WOI, Ames, Iowa

3

Burt Harrison  
KWSC, Washington State University

2

Richard Estell  
WKAR, Michigan State University

3

Mildred Seaman  
KPKU, University of Kansas

3

Clifford Eblen  
WHA-AM-FM-TV  
University of Wisconsin

1

Don Quayle  
WGBH-FM, Boston

1

Myron Curry  
KFJM-AM, University of North Dakota

1

Frank Norwood  
KEBS, San Diego

3

George Goodrich  
KHSC, Humboldt State College  
Arcata, California

2

Martin Busch  
U. Of South Dakota

3

John Regnell  
WILL, University of Illinois

1

February 1, 1961

Mr. E. G. Burrows  
Assistant Director of Broadcasting  
Administration Building  
University of Michigan  
Ann Arbor, Michigan

Dear Ed:

I should like you to accept appointment as Chairman of the Radio Network Acceptance Committee of NAEB for the year 1961. This is an important responsibility and one that I hope that you can accept.

Enclosed is a list of suggested names of other members of the committee. I should like to begin this year a plan to help insure fuller participation by the membership in committee activities by involving "new blood", while yet preserving continuity; namely, an arrangement whereby members would be appointed for stipulated terms of three, two or one year. After the first year, three members would go off and three new members come on annually. Chairman would have one year appointments but be eligible for reappointment.

May I have your reactions and suggestions as soon as possible so that I can complete the committee roster for announcement in the next Newsletter.

Cordially yours,

William G. Harley

WGH:mem

Enclosure

Notes sent names checked  
2-13-61

RADIO NETWORK ACCEPTANCE COMMITTEE

TERM

Ed Burrows: Chairman

<i>OK</i> Robert Boyle University of Minnesota ✓	2
<i>Ray</i> Raymond Giese ✓ WOI- Ames, Iowa	3
✓ Burt Harrison ✓ KWSC, Washington State University	2
Richard Estell WKAR, Michigan State University ✓	3
Mildred Seaman ✓ KFKU, University of Kansas	3
<i>copy</i> Clifford Eblen ✓ WHA-AM-FM-TV University of Wisconsin	1
✓ Don Quayle ✓ WGBH-FM, Boston	1
✓ Myron Curry ✓ KFJM-AM, University of North Dakota	1
Frank Norwood ✓ KEBS, San Diego	3
George Goodrich ✓ KHSC, Humboldt State College Arcata, California	2
✓ Martin Busch ✓ U. of South Dakota	3
✓ John Regnell ✓ WILL, University of Illinois	1

x

National Association of  
Educational Broadcasters  
1346 Connecticut Avenue, N. W.

February 8, 1961

Mr. E. G. Burrows  
Manager, WUOM  
University of Michigan  
Ann Arbor, Michigan

If suggested committee names agreeable will write each but  
don't wait assigning jobs.

Bill Harley

*Accept Committee*

University of Michigan • Ann Arbor, Michigan

WUOM

ANN ARBOR 91.7 M.C.

E. G. BURROWS, Associate Director - Radio, and Manager, WUOM

February 6, 1961

Mr. William G. Harley,  
National Assoc. of Ed. Broadcasters  
Suite 1119 Dupont Circle Bldg.  
1346 Conn. Ave. NW  
Washington 6, D.C.

Dear Bill:

Your plan for the Network Acceptance Committee looks good. I know most of the names and they are good men and true (and women). I will try my best with the chairmanship though I am still hazy on what it involves, but I'll try and work out the details with Underwood. Am I to assume that all the names you sent me are the committee? Can I begin assigning auditions to names on this list, as Bob seems eager that I do immediately? I'll await confirmation of this procedure from you.

Cordially,



E.G. Burrows  
Manager, WUOM



STATE UNIVERSITY OF SOUTH DAKOTA  
VERMILLION

*Committee  
Acceptance*

February 16, 1961

Mr. William Harley, President  
National Association of Educational Broadcasters  
1346 Connecticut Avenue  
Washington 6, D.C.

Dear Bill:

I will be most happy to serve on the Radio  
Acceptance Committee of NAEB for a term of  
3 years. Thanks for the consideration.

Sincerely,  
*Martin*  
Martin Busch  
Director  
KUSD Radio-TV-Film



"A Century to Be Proud of . . . A Future Unlimited"

# RADIO NETWORK

Richard R. Ferry Ithaca College	1	Pat Moran LS Univ.	x
William F. Pohts Penn State Univ.	3	Frank Norwood <del>Mt. Pleasant</del> San Diego, Cal.	1
Harold Nelson Penn State	2	John Ellery Detroit, Mich.	2
Carl Menzer Iowa City	x	William Jones Boone, N. C.	4
J. A. Begnall WILL, Urbana	1	Miles Heberer San Mateo, Cal.	x
Warren Bower New York U.	1	Martin Neeb River Forest, Ill.	x
Fred McWilliams Duquesne University	2	John Szeliski U. of Tampa	x
Tom Bletcher Cleveland, Ohio	2	L. A. Pike Los Angeles, Cal.	3
James Mead Royal Oak, Mich.	2	✓ Martin Busch U. of S. Dakota	1
E. W. Richter Carbondale, Ill.	2	Larry Walcoff State U. of Iowa	1
John Groller Los Angeles	x	David Beach Ohio Univ.	1
Harold Winkler Berkeley, Cal.	x	Archie Greer Ohio U.	2
Gerald Kroeger Boston, Mass.	2	Ruane Hill Syracuse U.	1
Michael Collins Iowa State	2x	M. P. Frutchey Rollins College	2
E. G. Burrows Ann Arbor, Mich.	2	✓ Burt Harrison KWSC, Pullman, Wash	1
✓ Raymond Giese Ames, Iowa	1		
✓ Jack Summerfield New York, New York	1		
Karl Haas Detroit, Mich.	2		
Ken Kager Univ. of Washington	2		
Marfjorie Newman Florida State U.	1		



RADIO NETWORK

RECOMMENDED

David Beach  
Terrell Drinkwater  
Clifton Holman  
Raymond Giese  
Archie Greer ✓  
Herbert Seltz

BY

Archie Greer  
Harold Winkler  
Buren Robbins  
Dick Vogl  
Vincent Jukes  
Elmer Sulzer

FIRST DRAFT PROGRAM ACCEPTANCE COMMITTEE STANDARDS AND PROCEDURES  
NAEB NETWORK

STATEMENT OF PURPOSE OF THE NETWORK. THE NAEB TAPE NETWORK WAS ESTABLISHED BY THE MEMBERS OF NAEB TO ALLOW THEM TO EXPAND THEIR OFFERINGS OF EDUCATIONAL, CULTURAL, AND PUBLIC ISSUE PROGRAMS. THE NETWORK IS DEDICATED TO THE IDEA THAT WITH THE WIDER DISSEMINATION OF KNOWLEDGE WILL COME A BETTER UNDERSTANDING OF THE WORLD WE LIVE IN AND ITS PEOPLES.

ANY NAEB STATION WISHING TO SUBMIT A PROGRAM OF ITS OWN PRODUCTION OR ONE THAT IT HAS SECURED FROM AN OUTSIDE SOURCE SHALL SECURE, IF POSSIBLE, FIRST, A STATEMENT ON OVERALL PURPOSE OF THE PROGRAM, SECOND, SCRIPTS OF THE ENTIRE SERIES, AND THIRD, AUDITION DISCS OR TAPES OF TWO OR MORE REPRESENTATIVE PROGRAMS. ALL NAEB MEMBERS SHOULD BE RESPONSIBLE FOR SECURING THE BEST POSSIBLE PROGRAM FOR THE NETWORK.

PROGRAMS WILL BE JUDGED ON THE FOLLOWING CRITERIA:

1. OVERALL PROGRAM APPEAL. DOES THE PROGRAM HOLD TOGETHER WELL? DOES IT HOLD INTEREST? DOES IT FILL A NEED? IS IT OF A TIMELY NATURE? DOES IT HAVE TRUE WORTH? IS IT THE TYPE OF PROGRAM, FROM A PUBLIC RELATIONS POINT OF VIEW, THE EDUCATIONAL STATIONS SHOULD BROADCAST? 25 POINTS.
2. CASTING OR ACTING. DOES IT UTILIZE PROFESSIONAL QUALITY TALENT WITH NO DIALECTS OR STEREOTYPES? 20 POINTS.
3. PRODUCTION OR DIRECTION. IS IT SMOOTH WITH GOOD SOUND, MUSIC THAT FITS THE MOOD? DOES IT HAVE THE PROPER PACE? 20 POINTS.
4. SCRIPT OR WRITING. DOES IT PRESENT SOME NEW IDEAS? ARE

THE CHARACTERIZATIONS GOOD? IS IT AUTHENTIC? HAS IT BEEN PROPERLY CHECKED? 20 POINTS.

5. RELATION TO GENERAL NETWORK SCHEDULE. ARE WE OFFERING ANY OTHER PROGRAMS OF THIS TYPE OR ON THIS SUBJECT? SHOULD IT BE A NETWORK OFFERING? IS THERE A REAL NEED TO FILL OUT A WELL-ROUNDED SCHEDULE? 15 POINTS.

ANY PROGRAM TO BE ACCEPTED MUST RECEIVE 80 OR MORE POINTS BY THE JUDGES OF THE ACCEPTANCE COMMITTEE. (ALTHOUGH THE ABOVE OBVIOUSLY REFERS TO DRAMATIC PRODUCTIONS, COMPARABLE CRITERIA, PARTICULARLY FOR POINTS 2, 3, AND 4, COULD APPLY TO DISCUSSIONS, TALKS, MUSICALS, ETC.)

NETWORK CENTRAL OFFICE SCREENING. THE NETWORK MANAGER AND HIS ASSISTANTS WILL AUDITION EACH PROGRAM UPON ARRIVAL AND DETERMINE WHETHER THE PROGRAM MEETS THE MINIMUM REQUIREMENTS SET FORTH ABOVE. IF A PROGRAM DOES MEET THE MINIMUM REQUIREMENTS, THE NETWORK MANAGER SHALL SUBMIT IT TO THREE MEMBERS OF THE PROGRAM ACCEPTANCE COMMITTEE, WHO SHALL JUDGE IT USING THE SAME CRITERIA MENTIONED ABOVE.

NETWORK PROGRAM BALANCE. THE NETWORK SHALL REFRAIN FROM OFFERING PROGRAMS OF SIMILAR TYPE, SUBJECT, OR ORIGIN INsofar AS POSSIBLE. THE NETWORK MANAGER SHALL ATTEMPT TO, AND ALL MEMBERS SHALL HELP HIM, SECURE PROGRAMS WHICH WILL OFFER THE WIDEST POSSIBLE VARIETY OF TYPE AND SUBJECT MATTER.

ETHICS, MORALS, AND UNDERSTANDIBILITY. THE NETWORK SHALL NOT OFFER FOR GENERAL DISTRIBUTION PROGRAMS WHICH ARE OBVIOUSLY BEYOND THE PALE OF HUMAN DECENTY. SWEARING FOR SWEARING'S SAKE SHOULD BE TOLERATED ONLY UNDER MOST UNUSUAL CIRCUMSTANCES.

SOCIOLOGICAL, MARITAL, ECONOMIC, AND OTHER SIMILAR PROBLEMS SHOULD BE PRESENTED WITH THE GREATEST POSSIBLE DEGREE OF FAIRNESS, AN HONEST ATTEMPT BEING MADE TO SHOW AS MANY SIDES AS POSSIBLE OF THE ISSUE. SOME PROGRAMS MAY BE OFFERED UTILIZING LANGUAGE WHICH WILL BE UNDERSTOOD ONLY BY THE HIGHLY EDUCATED. MOST PROGRAMS SHOULD HAVE A FAIRLY GENERAL APPEAL, REALIZING THAT THE DESIRE FOR KNOWLEDGE IS NOT THE PREROGATIVE OF THE EDUCATED.

NO PROGRAM SHALL MAKE ANY APPEAL FOR FUNDS, NOR SHALL ATTEMPT TO PROMOTE ANY ORGANIZATION OR GROUP FOR THE ORGANIZATION'S SAKE.



*file*  
TO: NAEB Network Acceptance Committee  
From: E. G. Burrows, Chairman  
Date: May 3, 1961  
SUBJECT: Report on Columbus Meetings

The Network Acceptance Committee held two meetings at the IERT in Columbus on April 26 and 27, 1961. Present were Messrs. Giese, Eblen, Quayle, Regnell and Burrows; network manager R. Underwood; Len Press and Harold Hill.

The continuation of SPECIAL OF THE WEEK on an indefinite basis was approved. Conversations with the Voice of America indicate that they will continue to supply tapes to NAEB, without cost, of Washington press conferences, speeches, etc. These will be channeled through the NAEB Washington office and will, for the present, continue to be edited and packaged at WUOM for network use. This can be accomplished without the presence of a network program director in Washington (a capacity in which Len Press has been serving informally), though the addition of such a position to the Washington staff is highly recommended.

Since Press will be leaving Washington at the end of May, it was left up to him to determine in the next couple of weeks whether continuation of the fifteen-minute WASHINGTON REPORT will be feasible during the summer months. The two commentators who have so far appeared on the programs may not be able to continue without editorial and production assistance. It is anticipated, in any case, that WASHINGTON REPORT can be resumed in the fourth quarter and become a regular feature of the network offering.

Those present had not had sufficient opportunity to listen to the SPECIAL OF THE WEEK and WASHINGTON REPORT to judge the merits of either or to suggest improvements. It is hoped that all members of the Acceptance Committee will listen to these programs and offer constructive comments as time goes on.

The inauguration of the live educational network on the East Coast (ERN) will make possible the distribution of "hot" news and commentary from Washington, New York, etc. In time a link with the mid-west may provide the opportunity for more stations to receive such programs. In the meantime, the NAEB tape network will have to rely on timely but not dated programs. The possibility of originating a news program for NAEB on an East Coast shortwave facility, which could then be carried nationwide, was discussed. Press indicated he would check on the possibilities. The Voice of America, because of its legal commitment to program for overseas audiences, could not originate such a program for NAEB. However, its present news and commentary programs are available for use by NAEB stations able to pick up their shortwave signal. Information on this and other similar services will be distributed to member stations.

At the request of Harold Hill, the Committee discussed a proposed revision in the network fee structure. Certain recommendations were made to the Radio Board and the revised plan should be announced in the near future.

After lengthy negotiations by NAEB with the State Department to serve as liaison for an exchange of programs with the Soviet Union, the "contract" was awarded to BFA, for reasons that remain obscure. This official sanction of an exchange does not seem to prohibit NAEB from obtaining and distributing Russian materials in any way it sees fit. The Committee approved of more programs like THE SICKLE AND THE SOIL, particularly those packaged with commentary by educational stations

Conversations with John Wiggin of the VOA, relative to further cooperation between VOA and NAEB were reported to the Committee. The situation regarding SPECIAL OF THE WEEK has been mentioned above. In addition, several program series produced by the VOA will be submitted to the Committee for judging on the regular basis. These include: FOOD FOR THE WORLD, TACTICS OF COMMUNISM, U. S. IN SPACE, MEN IN THE WHITE HOUSE, and a series on Africa. Other programs of a one-time or particularly timely nature will be sent direct to Urbana for distribution as specials, e. g. ANATOMY OF A BROKEN PROMISE. Wiggin will attempt to expedite the release of such programs and information on them to NAEB in the future.

Future relations between the Canadian Broadcasting Corporation and NAEB were discussed. CBC has tentatively proposed making available certain "low budget" productions to NAEB at a cost of \$250 per program, the "step-up" fee which CBC must pay to its unions for programs aired in the U. S. If this proposal were accepted, stations wanting the programs could pro-rate the cost among themselves. Any decision on this proposal has been held up pending other developments. Under discussion between ERN and CBC is a plan whereby a limited number of CBC programs would be exchanged for programs produced in this country without cost to either organization. Once CBC had released a program to ERN it would then be available for tape distribution to other NAEB member stations in this country without cost. The Committee agreed any such arrangement, if carried through, would be to the advantage of all. We will await further word from ERN before advocating purchase of these programs.

A plan to inaugurate a LECTURE OF THE WEEK (only a tentative title) was approved. All NAEB stations will be invited to select from their files one-time lectures of particular significance with either local or nationally-known speakers. These lectures will be screened by the committee and as soon as a good backlog is available, distribution will begin. In this way single lectures that are seldom submitted to NAEB can be brought into circulation. This proposal will be distributed soon to all members.

The network will begin distribution of at least one five-minute series this summer. There are several other possible five-minute series being considered, but nothing firm at this date. Programs in the area of general science are being prepared and submitted by both WKAR and WGBH. The Committee, as always, should be on the lookout for new ideas in this as well as other formats.



*File- Net Accept Comm.*

May 15, 1961

Mr. E. G. Burrows  
Assistant Director-Radio  
University of Michigan  
Ann Arbor, Michigan

Dear Ed:

Just a note to congratulate you on the letters to John Wiggin and Mr. Richard Kimball. Efforts like these will, I'm sure, result in increased and better programming for the Network. I want to say again how much we appreciate the way you have "taken hold" of the job of chairman of the Network Acceptance Committee. Your efforts are the best we've had so far as I can recall.

It was good to see you in Chicago, and I think the committee did its usual fine job - and I was especially pleased at the amount of serious discussion and consideration that went into the selections. I was delighted that the members of the committee were willing to change their minds, both collectively and individually, in order to arrive at the best possible programming for the Network. This doesn't mean, necessarily, that I would have voted the same way, but that isn't the point I'm making.

Thanks for your help in Chicago. Your contributions were excellent, and I also appreciate the things you had to say in connection with the forthcoming seminar in Madison.

Cordially,

Harold E. Hill  
Administrative Vice President

HEH:klp

*File - Net Accept, Com*

May 10, 1961

Mr. John Wiggin,  
Special Projects Officer,  
Voice of America, USIA  
330 Independence Ave SW  
Washington 25, D.C.

Dear John:

As chairman of the Network Acceptance Committee of the National Association of Educational Broadcasters, I know I speak for all NAEB members as well as my own WUOM in expressing appreciation to the Voice of America for their willingness to exchange program materials with the educational stations in this country. I am sure that not only with educational stations continue to provide materials which can be sent overseas but that the American public will benefit from the chance to hear what VOA is itself doing.

NAEB has for some time been broadcasting the Forum lectures. We have distributed ANATOMY OF A BROKEN PROMISE and other one-time special programs. We are planning to distribute TACTICS OF COMMUNISM beginning in July. My committee is giving consideration at the moment to the FOOD FOR THE WORLD series and will consider, as soon as sample tapes are sent, MEN IN THE WHITE HOUSE, THE U.S. IN SPACE, some of the previously recorded programs on African nations and the Mark Twain program.

As I have discussed with you on several occasions, NAEB is interested in keeping abreast of what is new on the VOA docket. I hope you will be able to continue sending us information on such programs as they are released. The more timely ones can be given immediate distribution. The less timely series can be held for insertion into our regular network offerings.

It is my understanding that VOA would have no objection to the use of its news commentary programs being rebroadcast via shortwave by educational stations. If you can send me further information on the people, times, and frequencies, I would like to disseminate this information among the membership.

You expressed an interest at one point in the possible use of the audio of a TV show being produced here on Shakespeare. I have a tape of one of these programs which I forgot to give you in Ann Arbor. It will be sent along separately for you to listen to and judge.

If there is anything that I personally or the NAEB at large can do that will help implement or improve the fine existing relationship with VOA, don't hesitate to let me know.

Cordially,

E.G. Burrows

University of Michigan • Ann Arbor, Michigan

WUOM  
ANN ARBOR 91.7 M.C.

GARNET R. GARRISON, Director of Broadcasting

E. G. BURROWS, Assistant Director - Radio

May 12, 1961

Mr. Richard Kimball, Director  
American Academy of Rome  
Via Angelo Messina 5  
Rome, Italy

RECEIVED  
NAEB HEADQUARTERS

MAY 15 1961

Dear Mr. Kimball:

AM PM  
7/8/9/10/11/12/1/2/3/4/5/6

A few days ago we forwarded to George Wilson at the Academy recordings of compositions by Ross Lee Finney. Presumably these tapes will be used by the Academy and for broadcast purposes on RAI.

While discussing the situation in Rome with Professor Finney, it occurred to me that more should be done in the way of an exchange with Italian broadcasters utilizing, perhaps, the services of the American Academy in such a way that would benefit all parties concerned. Let me try to outline my ideas briefly.

Not only as manager of WUOM but also in my present capacity as chairman of the Network Acceptance Committee of the National Association of Educational Broadcasters, I am interested in securing foreign program materials for use on educational, non-commercial stations throughout the United States. In turn, I am sure, WUOM and other stations could provide program materials in exchange to the foreign broadcaster.

NAEB has already been fortunate in securing two or three series of programs especially narrated in English on Italian music and literature. These were prepared in Rome exclusively for NAEB stations. Arrangements were made through an RAI representative in the United States. There are certain drawbacks to this arrangement and we are anxious to see more come out of Italy.

I must also take note of the fact that other organizations and individual stations, both commercial and non-commercial, have obtained program materials direct from RAI. The Broadcasting Foundation of America has obtained recordings of music festivals, for instance, which have been made available for a fee to all U.S. stations. However, it seems obvious that much more can be done. And in no case that I know of has the arrangement been made on the basis of an exchange.

What would be the possibility, for instance, of receiving here recordings of concerts, lectures, interviews, etc., given at the Academy by Americans or English-speaking guests, or of music



which the Academy might obtain from RAI? These would not have to be "packaged" with English narration. This packaging could be accomplished here. The same sort of materials might be offered by us for use on RAI. Although George Wilson will be returning to Ann Arbor, Leslie Bassett will be heading for Rome in September. I am sure he would be interested in assisting in such a project. Furthermore, it so happens that Robert Jones, a WUOM staff member, will be traveling in Europe this summer. He plans to be in Rome about the first week of July and I have asked him to pay a visit to the American Academy to explore this matter further.

In the meantime, I would be happy to have your comments on the feasibility of such an exchange. If you do not plan to be in Rome in July, could you suggest someone at the Academy and at RAI with whom Mr. Jones might talk?

Cordially,

E. G. Burrows

EGB/et

*File - Radio Network Acceptance*

June 30, 1961

Mr. William A. Harper  
Educational Affairs Representative  
Ford Motor Company  
The American Road  
Dearborn, Michigan

Dear Bill:

Your suggestion for making speeches by key officers of the Ford Motor Company available for our proposed series of "Lecture-of-the-Week" is an excellent one. I am passing your letter along to Ed Burrows, who is Chairman of our Program Acceptance Committee.

I believe the series is still in the planning stage, but Ed will be in the position to let you know its status and how the materials you suggest might be utilized.

Cordially yours,

William G. Harley

WGH:rkf

cc: Ed Burrows

HH?  
What's status of this?

*Ford Motor Company*

THE AMERICAN ROAD  
DEARBORN, MICHIGAN

June 20, 1961

Mr. William G. Harley, President  
National Association of

Educational Broadcasters

Suite 1119

1346 Connecticut Avenue, N. W.

Washington 6, D. C.

RECEIVED  
NAEB HEADQUARTERS

JUN 23 1961

AM PM  
7 8 9 10 11 12 1 2 3 4 5 6

Dear Bill:

I noticed in a recent issue of NAEB NEWSLETTER that the network is planning to launch a "Lecture-of-the-Week" series featuring important lectures and speeches given on college and university campuses. It sounds like a good idea, and it occurred to me that we, as a company, might be able to participate.

That is, I am wondering whether some of the speeches given by key officers of Ford Motor Company on subjects of general interest to all Americans might be of interest to the NAEB. I am thinking of such speeches as those in recent months that dealt with the topics of automation, world trade, and business ethics (see enclosures).

If this suggestion is of interest perhaps I can explore it further with you or one of your people.

Best regards to you and your associates.

Sincerely,

*William A. Harper*  
William A. Harper  
Educational Affairs  
Representative



File  
↓  
REPORT OF RADIO NETWORK  
ACCEPTANCE COMMITTEE  
July, 1961

The Radio Network Acceptance Committee was revised in February, 1961, to include twelve members plus the chairman. These members represent eleven states in widely scattered parts of the country and a variety of station operations. As such they naturally represent the widest possible divergence of views and the complex needs of the network. Since February the committee has judged some thirty different series of programs.

The chairman met with Bob Underwood, Harold Hill and other NAEB staff in Urbana, Washington, Columbus and Chicago in an effort to acquaint himself with the operations, needs and problems of the network. Members of the committee held two fruitful meetings at the IERT in Columbus.

In March a brief questionnaire was distributed to all NAEB network members asking for opinions on the type and length of programs currently distributed or that might be distributed. The percentage of returns was approximately 75%. A digest of these returns has already been distributed.

Between 55% and 77% of those replying to the questionnaire indicated an interest in and a willingness to use five-minute programs. Accordingly, with the third quarter offering of 1961, three five-minute programs per week were offered by the network. These three, on law, business, and medicine, are not necessarily the best that the network hopes to obtain in the future. The chairman has communicated with numerous stations asking for submission of five-minute programs currently in production and stimulating others to produce such programs in needed areas. It is hoped that new series of a newsworthy nature will be forthcoming in the areas of science, literature, the theater, the United Nations, etc. It is too early to judge the acceptability of five-minute programs by network stations. If interest in such programs wanes, they will be discontinued.

In March the network began experimenting with a new system of distributing "specials." These specials at the moment fall into three categories: 1) documentaries, lectures, etc. of indeterminate length but timely in nature, offered and distributed whenever available at the discretion of the Network Manager (an example being the VOA program on Castro "Anatomy of a Broken Promise"); 2) "Washington Report," a 15-minute commentary program recorded in Washington; and 3) a half-hour "Special of the Week" edited from tapes supplied chiefly by the VOA in Washington.

Len Press, serving as program coordinator in Washington, was instrumental in setting up the machinery for the weekly "Washington Reports" and has summarized his problems elsewhere.

To expedite preparation and distribution of the "Specials of the Week" it was arranged that taped material suitable for the series, whether it came from the VOA or member sources, would be shipped to WUOM for audition and packaging. This procedure has worked satisfactorily. The speakers who have been heard on these programs include President

VP LBS ADAM STEVENSON  
Kennedy, Secretary of State Dean Rusk, Secretaries Ribicoff and Freeman, Attorney General Robert Kennedy, chief of protocol Angier Biddle Duke, Edward R. Murrow and Henry Loomis of the USIA and VOA, visiting diplomats and heads of state such as Konrad Adenauer, Chaban-Delmas, Sukarno, Hastings Banda, Tage Erlander, Manlio Brosio, Pedro Beltran, and Fulbert Youlou, journalists Raymont and Maestre, broadcasters Frank Stanton and Leroy Collins, and many others in public office.

The Voice of America has been extremely cooperative in providing material of all sorts to the NAEB. They have indicated enthusiasm for the opportunity to have VOA productions and services available to the American public through educational stations. Procedures have been worked out whereby timely talks and interviews, as well as special productions, are mailed promptly to the committee chairman for audition and incorporation wherever possible into network programs.

It should be pointed out that the network does not and should not place over-emphasis or rely too heavily on such materials from the U.S. government or other organizations (those prompted to submit materials include the Center for the Study of Democratic Institutions, the National Committee for the Musical Arts, the National Education Association, The Cleveland Orchestra, and a number of individual producers.) But network members as always should be encouraged to keep presently available formats in mind when submitting materials. Network stations have the programs. Greater participation is needed.

The committee has announced its interest in receiving single lectures recorded on various campuses. Sufficient entities for this "lecture of the week" idea already will make it possible to program an entire quarter.

I venture to suggest that within the past few months more programs of a timely nature have been distributed by NAEB than ever before in its history. It is still not possible to distribute dated materials and there seems to be no way short of a live network that this can be accomplished. As live networks come into existence in the East, the Midwest and elsewhere, the network should adapt itself to supply the needs of such live networks and to benefit from new programs made available to such live networks. However, the NAEB and its members cannot lose sight of the fact that, in spite of these efforts to supply vital timely information and comment, the foundation of network operations must remain the carefully-produced durable series, whether of a documentary, dramatic, music or talk nature. The need for such programs has never been greater than it is now.

In the field of programming from foreign sources, the Committee has not been altogether idle. The Chairman spent a day with Mr. Acda of the Netherlands Radio and several proposals on both sides were made which may bear fruit in the near future. Beginning July 7, Netherlands Radio will broadcast once a week a news commentary program on short wave aimed directly at the United States and with the specific intention of having the program used by educational stations. WUOM will record the first transmissions and correspond with Mr. Acda about the technical and content problems involved. If the operation is successful, the programs will be distributed by NAEB.



Mr. Richard Kimball, director of the American Academy in Rome, has been contacted with an eye to obtaining music, lectures, and talks prepared by the Academy in cooperation with Italian Radio. During the summer months, a member of the WUOM staff travelling in Europe will contact Mr. Acda and Mr. Kimball and will spend time with other broadcasters in England, France, Germany, Denmark, and Sweden. The chief purpose of these inquiries will be to discover program materials which do not duplicate current BFA offerings but may conceivably have equal appeal to NAEB members. In this area of programming, an additional exchange of ideas and mutual support is urgently needed between the Acceptance Committee and the International Committee

In conclusion let me express my belief that the radio network cannot remain static. It must continue to seek out new materials, encourage greater participation among members, suggest new program formats, and be responsive not only to member's stated needs but those of the publics they serve. I sincerely hope that this is being done.

E.G. Burrows  
Chairman

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
Report of the Network Acceptance Committee  
Presented at the NAEB 37th Annual Convention  
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In his report to this convention, Network Manager Bob Underwood has already indicated the changes and growth in network operations this past year. The revised Network Acceptance Committee, which took office in February of this year, has coordinated its activities closely with Mr. Underwood. Miss Seaman and Msrs. Boyle, Giese, Harrison, Estell, Eblen, Quayle, Curry, Norwood, Goodrich, Busch, Regnell and Chairman Burrows, have operated on two assumptions: 1) that the NAEB Radio Network is a vital part of NAEB and should be preserved, and 2) that to increase the network's potentialities and value, the Acceptance Committee must widen the scope of its operations and assume new responsibilities. Pending the appointment of a full-time program man for the network, the committee has sought not only to judge regular offerings from member stations and outside sources, but to seek out and develop new program ideas and sources.

Since February, the committee has judged some 38 separate series of programs. The committee assisted in the inauguration of WASHINGTON REPORT and SPECIAL OF THE WEEK, with emphasis on the national and international scene. The committee approved the scheduling of a weekly series of three five-minute commentary programs, something completely new for NAEB. Through the committee, a fruitful relationship with Radio Nederland in Holland has lead to the planning of a weekly series of 15-minute news programs beamed by shortwave from Europe especially for the use of NAEB member stations. New contacts have been made with Scandinavian broadcasters through Radio Sweden, with Italian Radio through the American Academy in Rome, with Radio Japan and with other foreign broadcasters. These contacts, it is anticipated, will lead to the acquisition of new program materials not currently being distributed in this country by any other agency. Mr. Underwood has spoken earlier of the gratifying assistance extended by the Voice of America in permitting NAEB to obtain and distribute program materials initially produced for overseas consumption.

In the domestic area, the committee has worked to fill the increasing demand on the part of member stations for news, public affairs, and commentary programs, in the fields of government, law, medicine, science, education, etc. Until regional networks, if not a live national educational network, are capable of instantaneous transmission of dated materials, the NAEB Radio Network will distribute more and more timely programs with all possible speed to member stations.

The picture is, indeed, a bright one. However, as Mr. Underwood indicated earlier, there is still a long way to go and the success of the NAEB network is still dependent on the support of the NAEB members, both in a financial and in a program way. New series, drawing upon the resources of our educational institutions, produced with or without financial assistance, are needed. More creative thinking and experimentation in production techniques are needed. Greater attention must be given to the technical quality of recorded programs. It is an unfortunate commentary on our limitations even in this year of enlightenment that the network still receives for audition and for distribution programs so inferior in technical quality that they must be rejected. It is this committee's hope that its choice of programs and its efforts to stimulate new programs will lead to increased stature for NAEB as a whole and, with the cooperation of its members, will help to dispel the parochialism, conservatism and complacency to which all of us are subject from time to time.

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